

FIG. 1

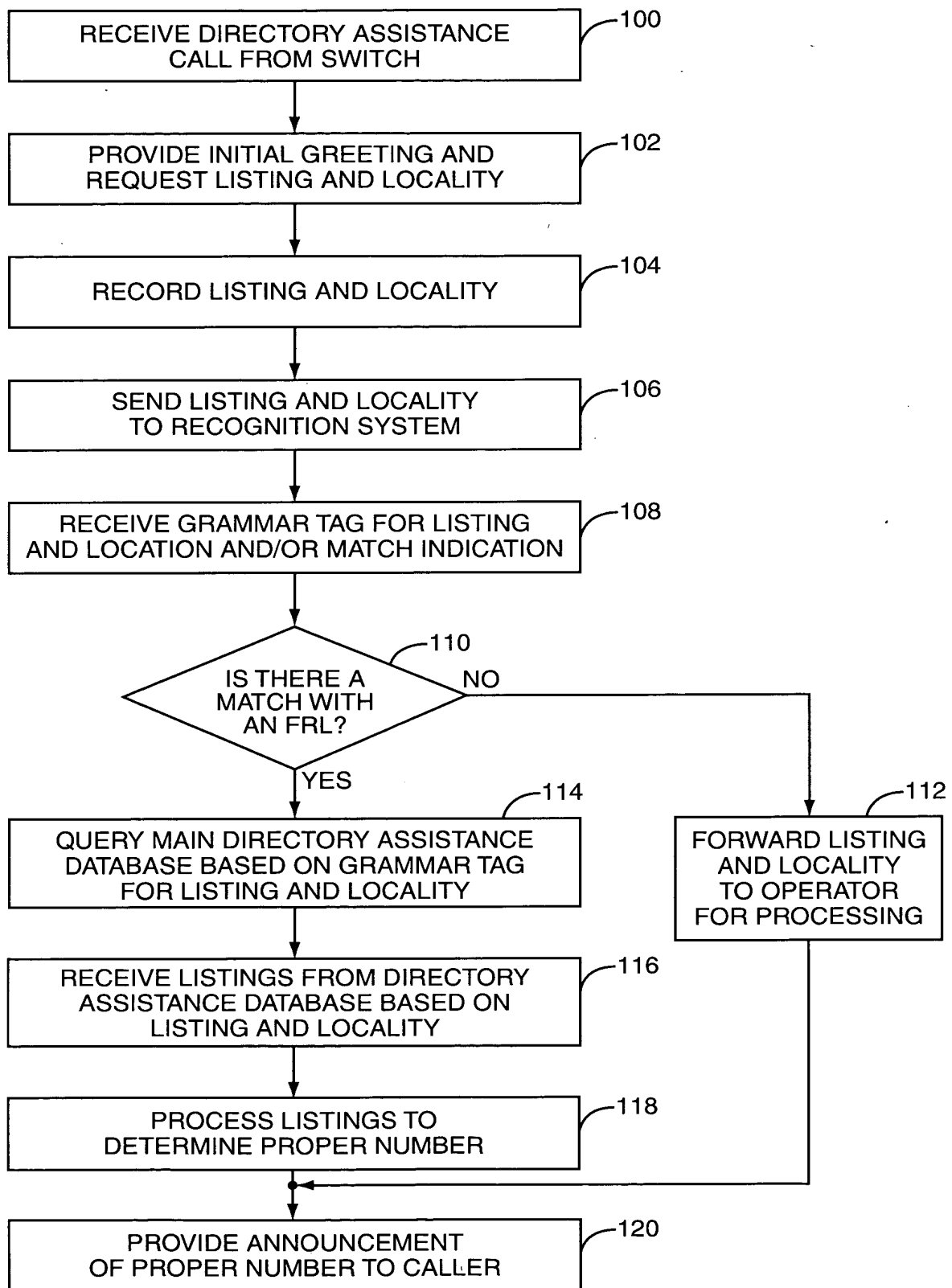


FIG. 2

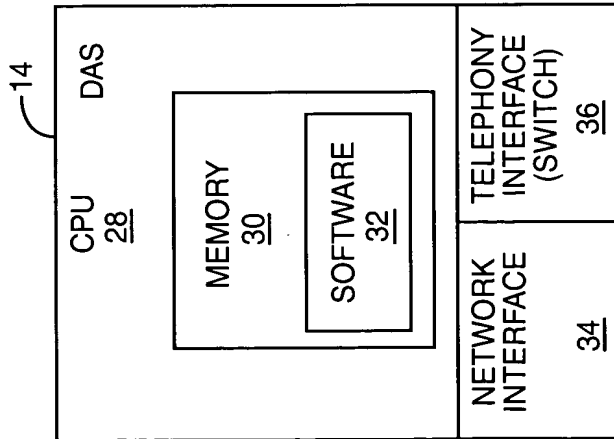


FIG. 3

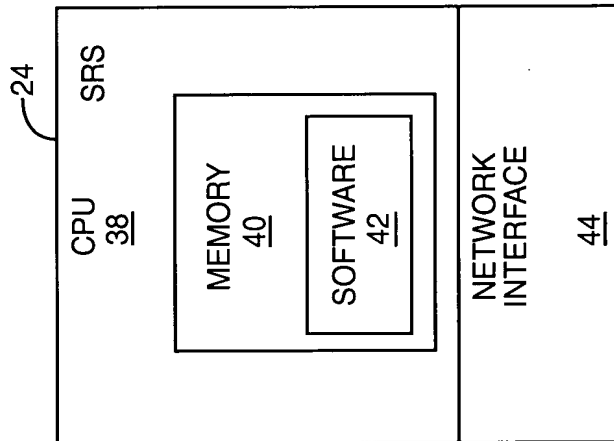


FIG. 4

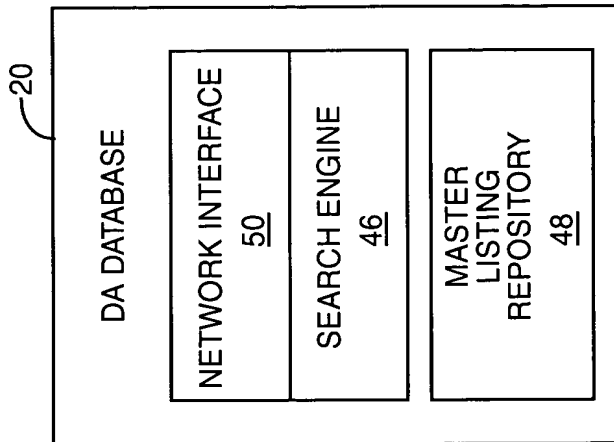


FIG. 5

### INITIAL TELEPHONE NUMBER SEARCH

NUMS	LOCS	LISTINGS	COMMENT AND RESPONSE
0			<ul style="list-style-type: none"> <li>• NUMBER CHANGED AFTER FRL NUMBERS WERE EXTRACTED</li> <li>• SEND CALL TO OPERATOR</li> </ul>
1			<ul style="list-style-type: none"> <li>• IDEAL RESULTS, NO CONFUSION</li> </ul>
1		MULT	<ul style="list-style-type: none"> <li>• THE "SAME" BUSINESS CAN BE FOUND MULTIPLE WAYS</li> <li>• OFTEN (BUT NOT ALWAYS) THESE MULTIPLE LISTINGS WILL BE IN A SET</li> <li>• TAILOR THE SUBSEQUENT SEARCHES TO "TARGET" ONE OF THE AVAILABLE LISTINGS TO REDUCE SUBSEQUENT SIFTING</li> <li>• THE CALLER MAY TEND TO "VOLUNTEER" EXTRA IDENTIFYING WORDS, SUCH AS THE STREET, BECAUSE THEY KNOW THAT MULTIPLE LOCATIONS EXIST</li> <li>• CONSIDER A "RICHER" VOCABULARY TO INCREASE THE LIKELIHOOD THAT WE WILL ACCEPT WHAT THE CALLER SAYS</li> </ul>
1		MULT	<ul style="list-style-type: none"> <li>• THIS MAY BE A "SPECIAL" LISTINGS, SUCH AS AN AIRLINE RESERVATIONS NUMBER</li> <li>• IF VERY FREQUENTLY REQUESTED, THEN DROP THE LOCALITY FROM THE SEARCH CRITERIA TO IMPROVE THE FINDABILITY</li> </ul>

**FIG. 6**

### **PRE-RUN-TIME (STATIC) SEARCH**

NUMS	LOCS	LISTINGS	COMMENT AND RESPONSE
0			<ul style="list-style-type: none"> <li>◦ NAME RETURNED BY TEL SEARCH NOT SEARCHABLE</li> <li>◦ IT MAY HAVE NON-FINDING TEXT IN NAME SUCH AS "IF NO ANSWER"</li> <li>◦ EDIT DOWN THE NAME IN ORDER TO SEARCH FOR THE LISTING</li> </ul>
1			<ul style="list-style-type: none"> <li>◦ DO NOT NEED LOCALITY TO FIND THIS LISTING, BUT NOT SURE THAT THIS IS OR IS NOT A SPECIAL WIDELY FINDABLE LISTING</li> </ul>
1		MULT	<ul style="list-style-type: none"> <li>◦ THE "SAME" BUSINESS CAN BE FOUND MULTIPLE WAYS</li> <li>◦ OFTEN (BUT NOT ALWAYS) THESE MULTIPLE LISTINGS WILL BE IN A SET</li> <li>◦ TAILOR THE SUBSEQUENT SEARCHES TO "TARGET" ONE OF THE AVAILABLE LISTINGS TO REDUCE SUBSEQUENT SIFTING</li> <li>◦ THE CALLER MAY TEND TO "VOLUNTEER" EXTRA IDENTIFYING WORDS, SUCH AS THE STREET, BECAUSE THEY KNOW THAT MULTIPLE LOCATIONS EXIST</li> <li>◦ CONSIDER A "RICHER" VOCABULARY TO INCREASE THE LIKELIHOOD THAT WE WILL ACCEPT WHAT THE CALLER SAYS</li> </ul>
1		MULT	<ul style="list-style-type: none"> <li>◦ THIS MAY BE A "SPECIAL" LISTINGS, SUCH AS AN AIRLINE RESERVATIONS NUMBER</li> <li>◦ IF VERY FREQUENTLY REQUESTED, THEN DROP THE LOCALITY FROM THE SEARCH CRITERIA TO IMPROVE THE FINDABILITY</li> </ul>
MULT	1	MULT	<ul style="list-style-type: none"> <li>◦ DIFFERENT NUMBERS IN "SAME" COMMUNITY</li> <li>◦ SELECT ONE NUMBER BY FIAT AS THE FRL AND TARGET THE SEARCH TO JUST THE ONE DESIRED LISTING</li> <li>◦ INCREASE VOCABULARY IN HOPE THAT CALLER WILL HELP WITH SELECTION</li> </ul>
		MULT	<ul style="list-style-type: none"> <li>◦ DIFFERENT NUMBERS IN MULTIPLE COMMUNITIES</li> <li>◦ DEFER PROBLEM TO RUN-TIME IN THE HOPE THAT THE CALLER-SUPPLIED LOCALITY WILL REDUCE THE PROBLEM TO A SIMPLER CASE</li> <li>◦ SELECT ONE NUMBER BY FIAT AS THE FRL AND TARGET THE SEARCH TO JUST THE ONE DESIRED LISTING</li> </ul>

**FIG. 7**

001260 0221960

### RUN-TIME SEARCH ANALYSIS

NUMS	LOCS	LISTINGS	COMMENT AND RESPONSE
0			<ul style="list-style-type: none"> <li>• THIS IS NO-FIND: RUN-TIME LOCALITY DIDN'T MATCH LISTING</li> </ul>
1			<ul style="list-style-type: none"> <li>• IDEAL RESULTS, NO CONFUSION</li> </ul>
1		MULT	<ul style="list-style-type: none"> <li>• GOOD RESULTS, BUT NEED TO BE CAREFUL WITH CONFIRMATION</li> <li>• HAVE THE CALLER ACCEPT THE NUMBER WITHOUT CONFUSING THEM WITH VARIATIONS BETWEEN THE EQUIVALENT ALTERNATIVES</li> </ul>
1	MULT		<ul style="list-style-type: none"> <li>• GOOD RESULTS, BUT NEED TO BE CAREFUL WITH CONFIRMATION</li> <li>• HAVE THE CALLER ACCEPT THE NUMBER WITHOUT CONFUSING THEM WITH VARIATIONS BETWEEN THE EQUIVALENT ALTERNATIVES</li> </ul>
MULT	1	MULT	<ul style="list-style-type: none"> <li>• PROBLEM: NEED TO SIFT</li> </ul>
MULT			<ul style="list-style-type: none"> <li>• PROBLEM: NEED TO SIFT</li> </ul>

**FIG. 8**

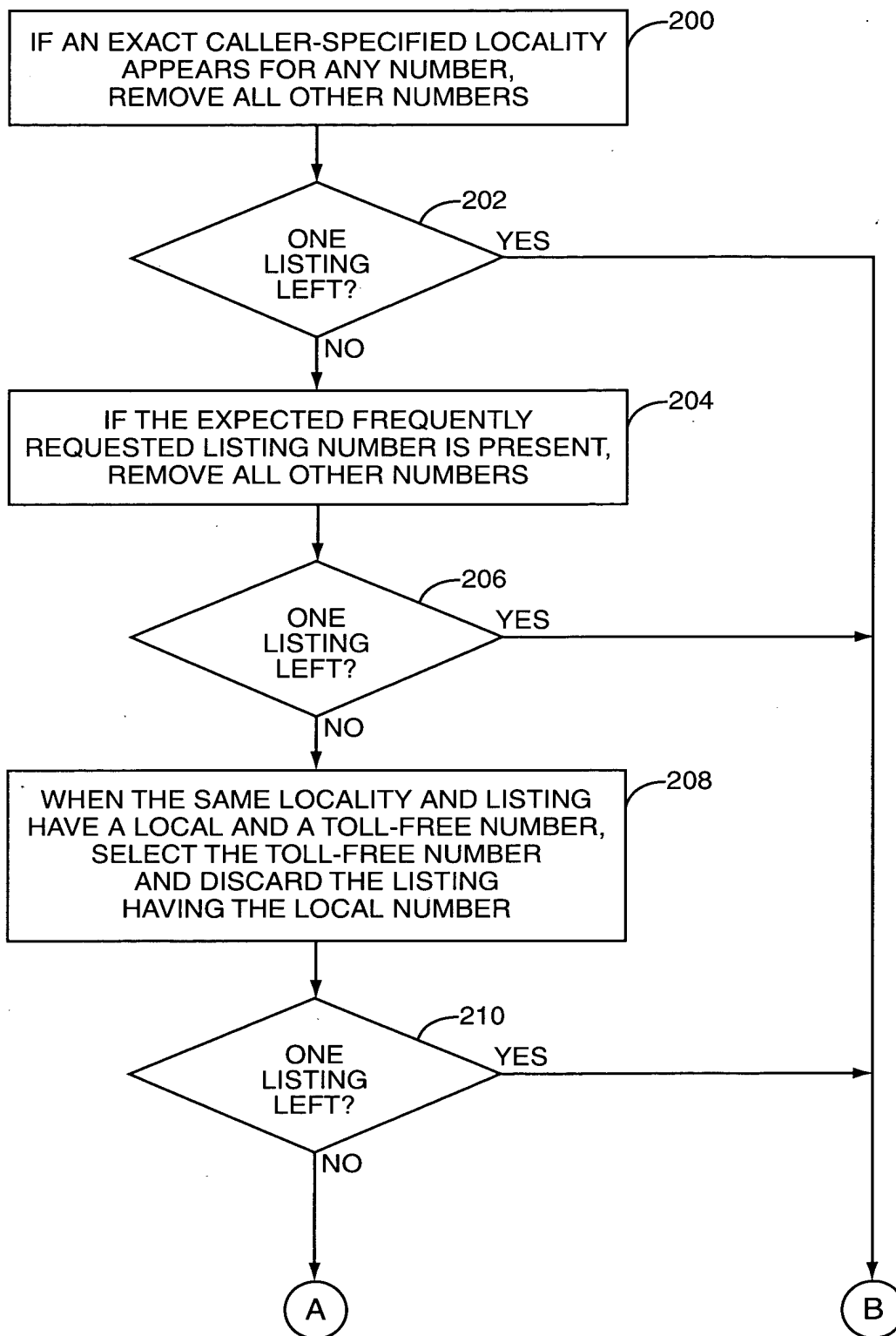
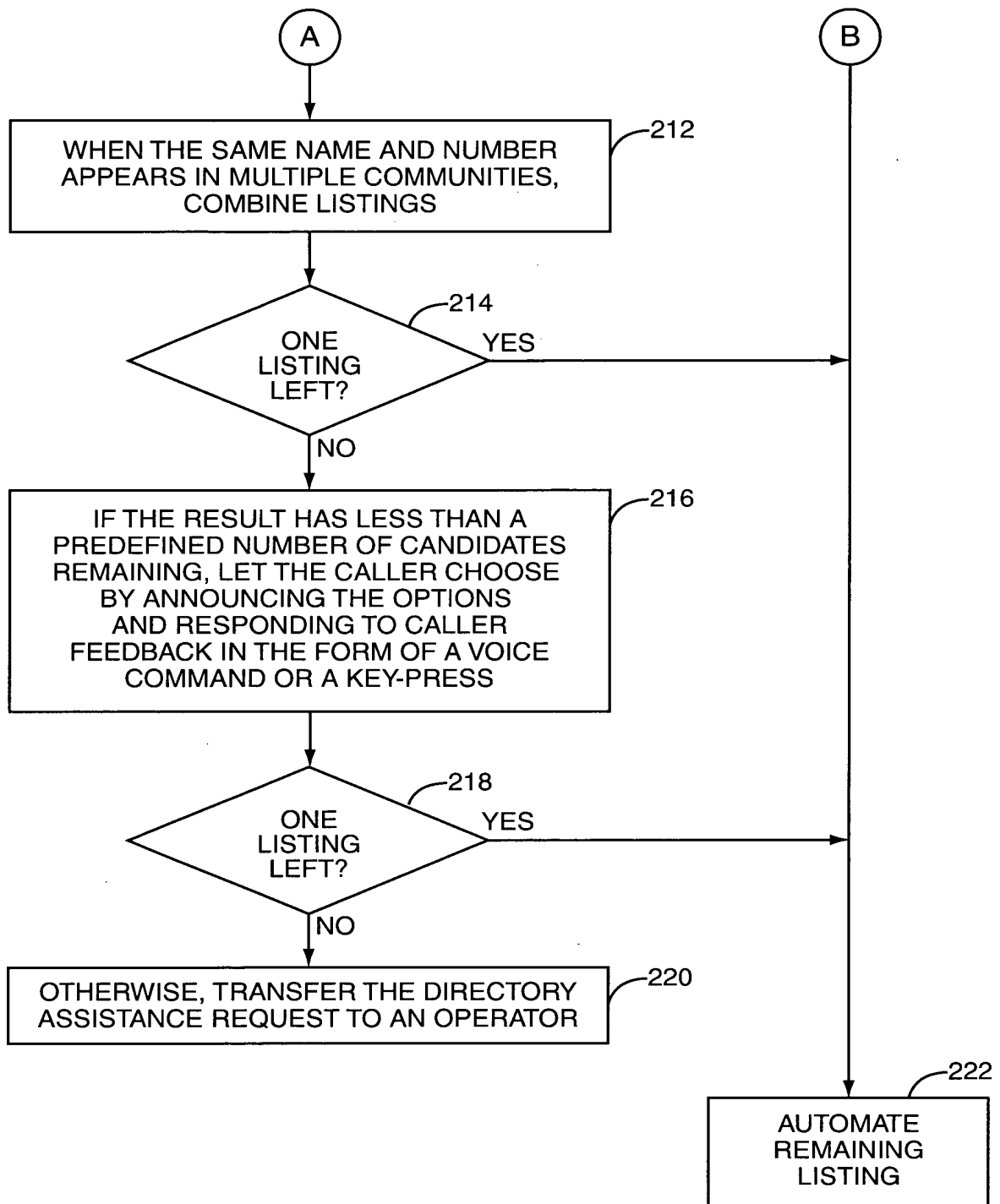


FIG. 9A



**FIG. 9B**